

On Track with TAACCCT



Engaging Business Partners for Success and Sustainability

Ann Beheler, Collin College

Marianne Krismer, Cincinnati State Technical
and Community College

Peggy Walton, Corporate Voices for Working Families

February 22, 2012

Panelists Overview

Corporate Voices for Working Families

- Provide leading best-practice employers a forum to improve the lives of working while strengthening the nation's economy
- More than 50 partner companies with Annual net revenues more than \$1 trillion
- 4 Million+ employees in 50 states and multiple sectors



Panelists Overview

Health Careers Collaborative of Greater Cincinnati

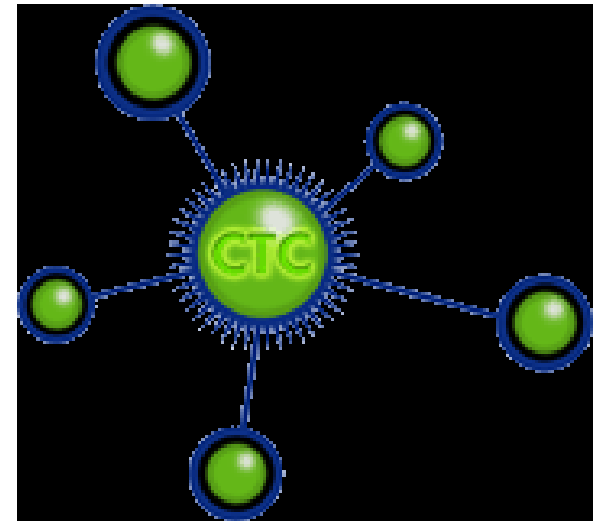
- Employer-led, industry responsive partnership focused on low-skilled unemployed and incumbent workers serving XX employers
- Career pathway model that removes barriers to success through utilization of stackable credentials and by leveraging employer support for working learners
- Over 3,000 credential since 2007



Panelists Overview

Convergence Technology Center an NSF ATE Center

- Supports the converged network carrying voice, video, data and image over wired, wireless and mobile network
- Driven by highly engaged Business and Industry Leadership Team with focus on emerging and existing technologies
- Rapid implementation of similar programs with colleges across nation
Partners: Collin College, El Centro College, University of North Texas



Resources

Business and Community College Partnerships: A Blueprint

Step-by-Step Creating & Maintaining a BILT

HCC Micro-Business Case

Business and Community College Partnerships: A Blueprint



Employer-led Collaborative Creates Skilled and Credentialed Talent Pool Health Careers Collaborative

Employer-led consortium collaborates to increase the skills and education levels of entry-level workers, creating shared talent pool and setting best practice business standards.

UC Health (formerly Health Alliance) and Cincinnati Children's Hospital, two of the largest health care employers in Cincinnati, Ohio, were struggling and competing against each other to hire talented professional employees, while experiencing high turnover rates in entry-level positions. In 2004, these health care employers met with Cincinnati State Technical and Community College (Cincinnati State), and educational partner, Great Oaks Career Campuses, and discussed innovative solutions to the shortage of professional health care employees and ways in which they could work together to "grow their own" talent pool of skilled and diverse workers. These organizations founded the Health Careers Collaborative (HCC) of Greater Cincinnati, a business-led consortium providing employees with skilled, credentialed, loyal and diverse workers, while providing entry-level workers with educational opportunities leading to career mobility.

education classes, for which employers have agreed to pay tuition. After completing the developmental classes, these working learners are grouped in learning community cohorts and enrolled in one of five current associate's degree programs: nursing, respiratory care, occupational therapy assistant, clinical lab technician, and surgical radiologic. The cohort structure helps create strong bonds with fellow working learners facing similar challenges. Employers agree to prepay tuition for entry-



PERSONAL STORY

Barbara Schrab was motivated - she wanted to pursue her postsecondary degree and start a career, but she could not pay for school. After working at a doctor's office for many years, she took a full-

LEARN & EARN MICRO-BUSINESS CASE

Health Careers Collaborative



Business Outcomes

- 11.6% HCC (UC Health)
- 85% retention rate
- 90% retention to finish bachelor's degree
- Credentialed and skilled talent
- Diverse workforce

Employee/Student Impact

- Prepaid postsecondary tuition
- Job coach and career navigation
- Workplace flexibility
- Informal and formal supports

Health Careers Collaborative

- Business-led model
- Establish professional health care talent pool
- Customized curriculum
- Career pathway for entry-level workers



HCC Produces Skilled and Credentialed Employees

HCC successfully created a career pathway with multiple entrance and exit points for incumbent, low-skilled, entry-level hospital workers to advance, as well as for unemployed and disadvantaged individuals to complete education and training that positions them to fill entry-level work opportunities created as incumbent workers advance. To date, 3,000 credentials have been earned by participants, one-third of whom are minorities. Pathway participants are identified by the health care employers or local community organizations, and then assessed with WorkKeys upon entrance and at various points along the career pathway. Based on assessments, 90 percent of incoming students to Cincinnati State's associate's degree program require developmental

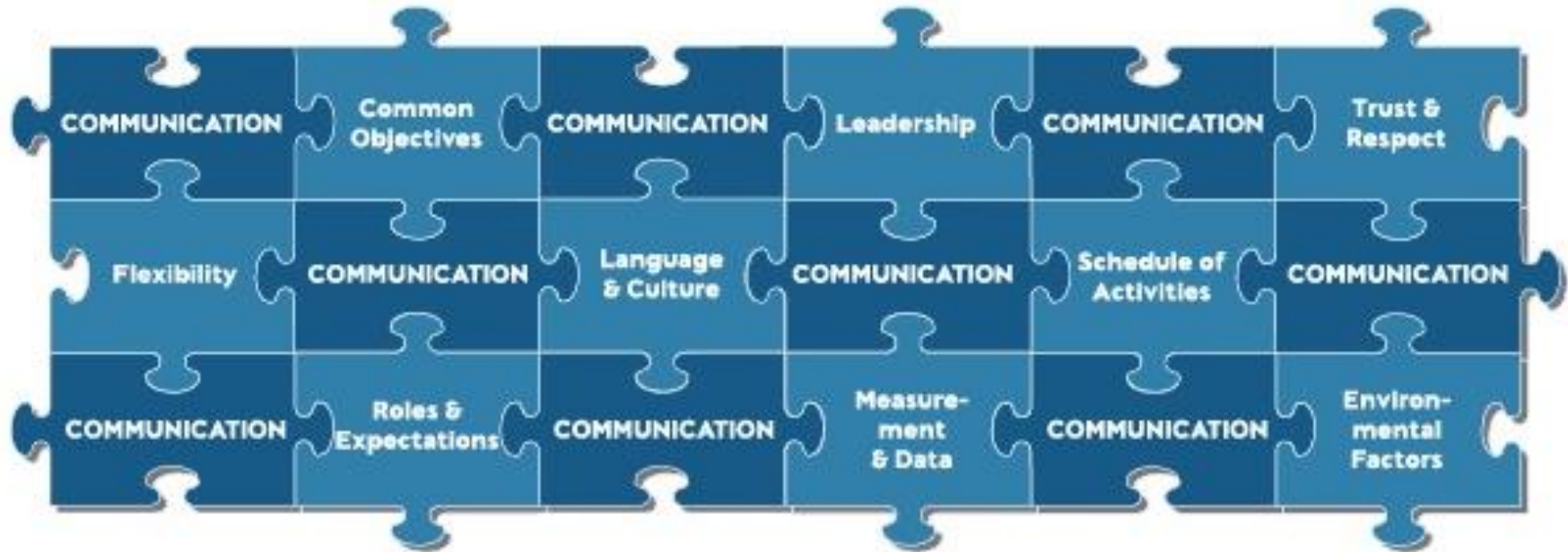
Contact Peggy Walton with Corporate Voices at the "Learn & Earn" Business Leadership Team

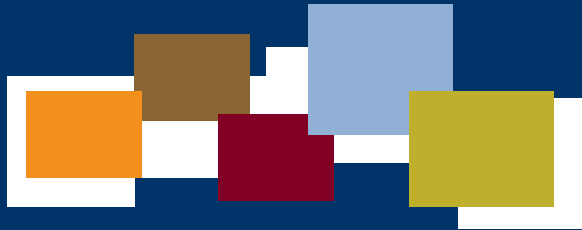
Creating & Maintaining an Involved Business & Industry Leadership Team (BILT)



1. Education is a business, know and understand the consumers of our product -- our graduates
 - Businesses
 - Industries
 - Government Agencies
 - Non-profits
 - Universities
2. Determine which business, industries, agencies, non-profits, and universities should be represented
 - Distribution of size and type
 - Do not limit to just large companies; medium and small companies provide perspective and are likely to hire as well
3. Determine what you want to get from the BILT and develop your sales script
 - Establish expected time commitment per quarter
 - Establish expectations of involvement activities
 - Job skills validation - detail the process
 - Course and curriculum validation/modification
 - Job forecasting - anecdotally and through surveys
 - Internships
 - Job shadowing
 - Providing expertise in set-up and operation of labs
 - Donating equipment or other resources
 - Providing speakers at student, public and education events
 - Helping with recruitment
 - Teaching Case Study courses
 - Consulting with students
4. Find and engage appropriate business and university partners by starting with the President

Keys to Successful Partnerships





Questions

Q & A



FOLLOWING IS ADDITIONAL INFORMATION ON THE HEALTH CAREERS COLLABORATIVE



What is the HCC?

Partnership focused upon employment for low wage, incumbent and unemployed workers for the growing healthcare industry

- Employer Led
- Career Pathway Focused
 - Stackable Credentials
 - Removing Barriers to Success



HCC Guiding Principles:

- 1) Job creation & advancement for low income adults that meet employer needs
- 2) Mapping career pathways within sectors which are important to region's economic growth
- 3) Commitment to systemic & sustainable change within and across institutions



Over 3,000 credentials since 2007:

- 1) 200 + Associate Degree cohort students in Allied Health & Nursing.
- 2) HCC Associate degree grads average GPA = 3.25
- 3) 27 Nursing Grads to date; first Allied Health grad in 2011; 98% continuing for Bachelor's



- **Pathway Advisors & Employer-based Job Coaches**
- **School At Work academic & career prep**
- **Pre-pathway assessments & readiness**
 - ✓ Key Train & Work Keys (Great Oaks & CBO's)
 - ✓ National Career Readiness Certificate & Profile Plus Assessment for "Fit" & "Talent" (Great Oaks, CSTCC, CBO's)
- **Pathway Expansion**





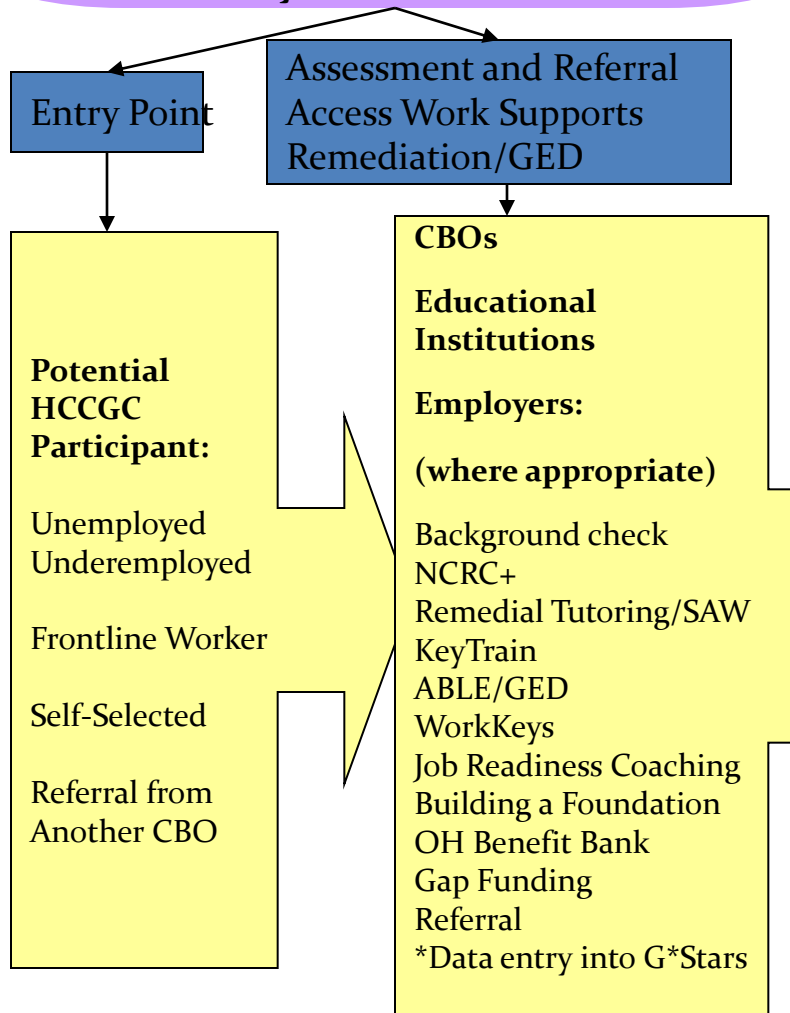
Career Literacy & Pathways to Employment

- Comprehensive system of intake, assessment, guidance and planning prior to formal academic work
- Innovative remediation and readiness supports
- Completion Advisors, Job Coaches, Retention Specialists
- Employer Engagement & Job Placement



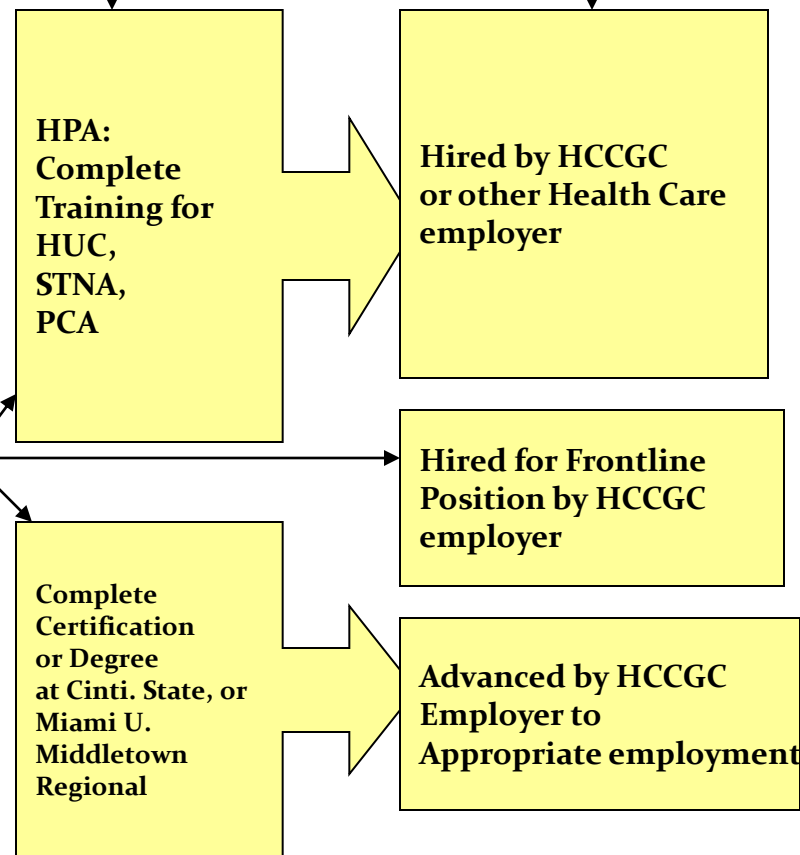
Entering the Health Careers Pathway

1. Get Ready for Work



2. Secure Job Skills

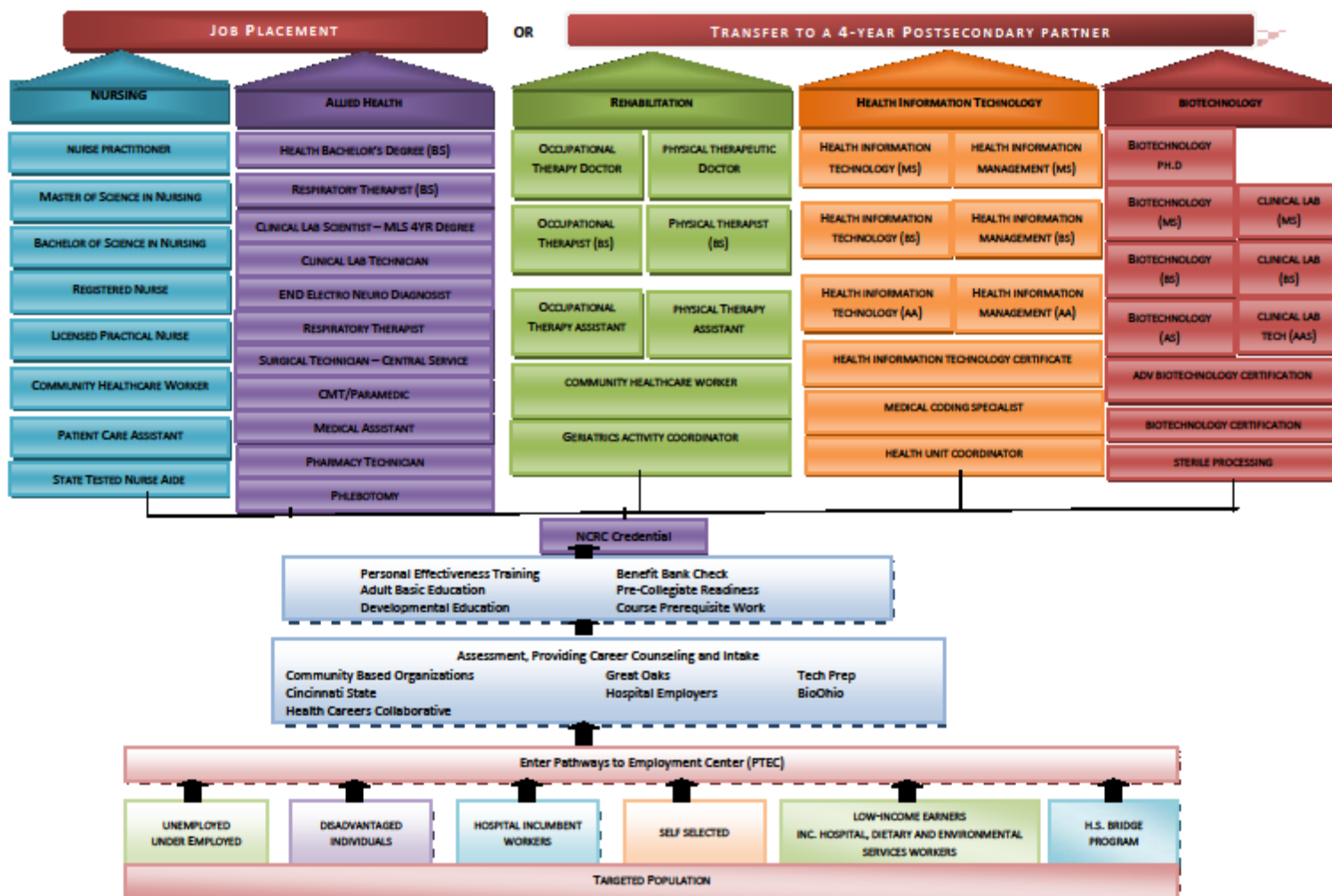
3. Obtain Job at Living Wage with Benefits



Formal entry into Pathway: Acceptance into HPA certificate program or cohort, or having completed a minimum of 12 hours remediation/GED practice in preparation for acceptance



Cincinnati State Comprehensive Pathways to Employment Center (PTEC)





Employer –Led Industry Responsive

- Employers lead the Collaborative as Chair of the Steering Committee
- Employers and Gr. Cincinnati Health Council define current workforce needs
- All partners sign MOU to signify commitment to founding principles and goals
- Collaboration not competition in training & hiring
- Policy & process accommodations re: tuition, assessments, academic readiness



Key Lessons / Best Practices

- Return on Investment Study
- Career Literacy = Personal Assessment & Career Plan (School at Work, NCRC, Key Train)
- Accelerated credential completion = Credit for Prior Learning
- Stackable Credentials = Incremental Career Progress
- Retention = Academic & Job Coaching
Employer-based Retention Specialists, Pathway Advisors
- Barrier mitigation & supportive services



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Benefits: Employer Perspective

- Program Return on Investment
 - Stewardship of our tuition budget
 - Overall 15% ROI (tuition plus turnover, re-training, productivity costs)
- Enhancement of existing educational partnerships
- Dynamic support of current and projected workforce needs
- Recognition vehicle for high performers seeking career pathway opportunities
- Supports a culture of employee engagement



Benefits: Employee Perspective

- Significant barrier mitigation with pre-paid tuition
- Success enhanced by cohort experience
- Job Coach support
- Progressive pathways support flexible entrypoints
- CBO access to support programs and linkages to available community resources



Employer Key Lessons / Best Practices

- Consistency in support structures
 - Eligibility and selection criteria
 - Management of tuition prepayment
- Job coach support
- Internal partnership between HR and Training = success
- Partners benefit from sharing individual best practices (School at Work)
- Opportunity to research and implement best practices into our community (ACT NCRC and WorkKeys)
- Charge ahead despite economic downturn
- It's a Win Win



Next Steps

For HCC, collaboration has been imperative to progress thus far, and will remain a foundational element to future success in the development of the region's health care workforce.

New partners as of 2-9-12:
Gateway Community College
Blackstone Corporation: Long Term Care



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